



USING *Loving Support*[®] TO IMPLEMENT

BEST PRACTICES IN
PEER COUNSELING

ORIENTATION GUIDE • JANUARY 2005



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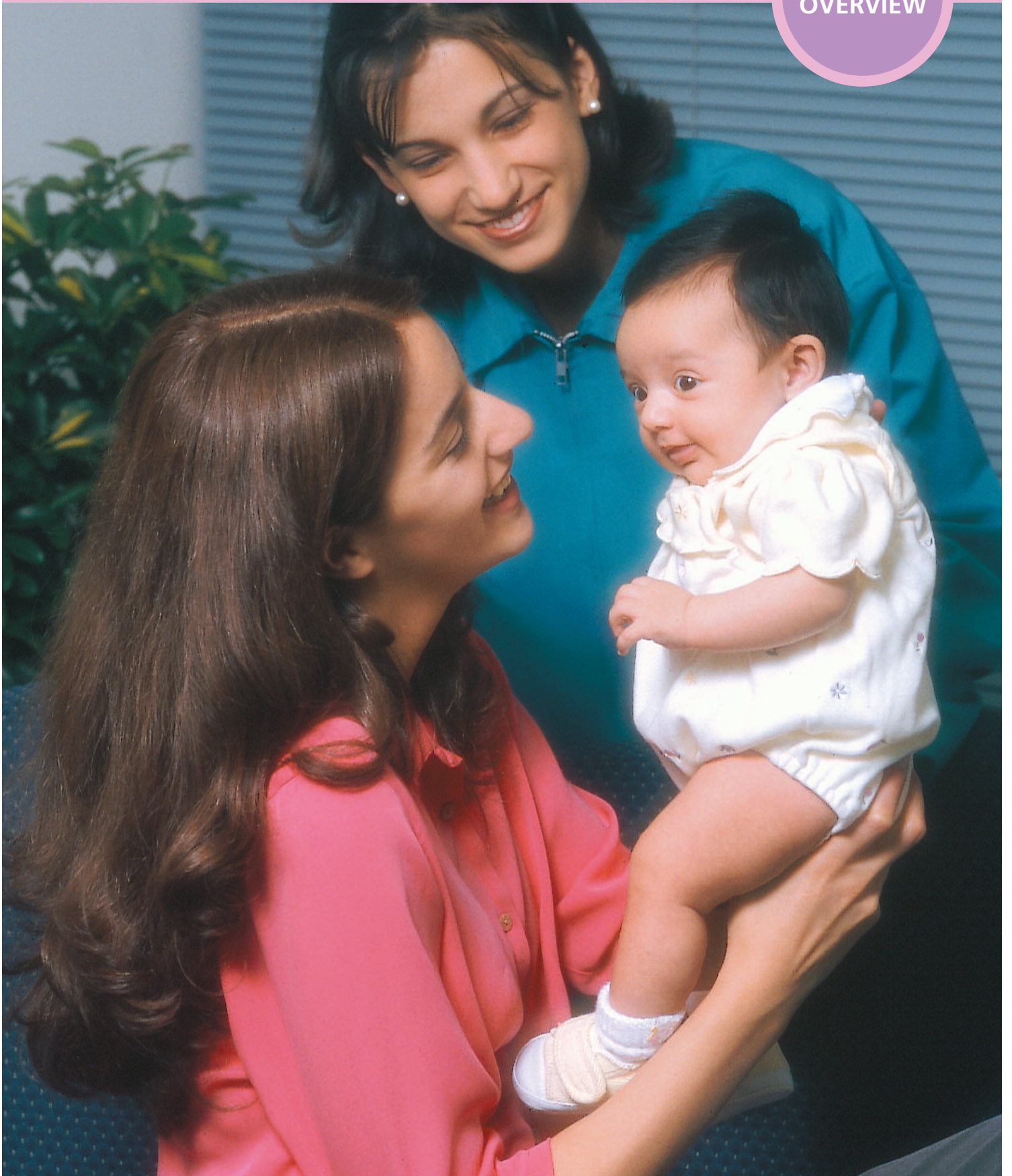
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PROJECT
OVERVIEW



Project Overview

ABOUT THE CURRICULUM

“*Loving Support*® through Peer Counseling” is the second curriculum developed for the Department of Agriculture’s Food and Nutrition Service (FNS) project “Using *Loving Support*® to Implement Best Practices in Peer Counseling.” The first curriculum, “Using *Loving Support*® to Manage Peer Counseling Programs,” was successfully completed and presented in all seven FNS geographic regions in the summer of 2004.

“*Loving Support*® through Peer Counseling” was developed to address key findings from the research phase of the overall project, which included a comprehensive literature review, in-depth interviews with WIC management and direct services staff in all geographic regions of the United States, and a comprehensive curriculum assessment and interviews of both WIC and non-WIC peer counseling training programs. For more information about the project and to access the complete Research Brief, visit the peer counseling page on the WIC Works learning center at: http://www.nal.usda.gov/wicworks/Learning_Center/support_peer.html.

In preparation for this second curriculum, a strategy panel was convened at FNS Headquarters in Alexandria, VA in August 2004 to examine the wealth of research findings and provide recommendations for the development of the training curriculum. This panel included WIC management staff in programs that provide peer counseling, as well as those that do not; peer counselors; health professionals and lactation experts; and individuals who work in breastfeeding promotion with varied population groups.

The curriculum is designed specifically for the training of peer counselors hired to provide breastfeeding promotion and support to WIC clients. Its simple, user-friendly approach focuses on skills building and empowerment of peer counselors. The flexible, modular format adapts to a wide variety of WIC settings and training situations.

The curriculum focuses on a variety of learning opportunities for peer counselors and appeals to visual, auditory, and kinesthetic learners. The interactive instructional approach includes:

- Case studies;
- Facilitated discussion;
- Role plays;
- Games and interactive activities such as group work, activities with partners, and independent learning;
- Video instruction;
- Hands-on skills-building opportunities; and
- Lecture.

Modules focus on the basic information a peer counselor needs to begin making contacts with new mothers and functioning in her role as peer counselor. Content focuses on the stages of lactation, beginning in pregnancy, to provide peer counselors with an idea of typical issues they may encounter with a mother at various stages. The core curriculum includes a strong focus on counseling principles and communication skills. All modules provide training participants with multiple opportunities to practice new skills and knowledge in varied counseling scenarios.

Materials provided as a part of the curriculum include a training manual with complete speaker notes, Power Point slides, a CD-ROM with handouts, a copy of the Power Point presentation, and other resources and tools that may be useful for trainers. Each module will provide objectives, an outline, training content, recommendations for further independent study, and a checklist for presentation of the training.

The training will be pilot tested in winter 2005, with revisions made to reflect the needs and issues that arise during the pilot.



Training Guidance

THE 2005 TRAINING EVENTS

The curriculum will be presented in all seven FNS geographic regions in April and May of 2005. The trainings will be provided as two-day “train the trainer” learning opportunities and focus on methods for appropriately teaching peer counselors. The training events will include a basic overview of the content of each module, along with teaching strategies and instructions for activities that reinforce the core content. The training event also includes guidance for WIC peer counselor trainers on setting up and managing an effective learning environment for peer counselors, strategies for team building with WIC staff and community partners, and guidance for providing ongoing mentoring and training for peer counselors.

TRAINING DATES

The 2-day training events will be held in each of the seven FNS regions on the following dates:

REGION	TRAINING CITY	DATES	REGIONAL OFFICE CONTACT
Northeast	Boston, MA	April 12-13, 2005	Marilyn Myers
Mid-Atlantic	Princeton, NJ.	May 3-4, 2005	Delores Stewart
Southeast	Atlanta, GA	April 19-20, 2005	Lorine Bizzell
Midwest	Chicago, IL	April 5-6, 2005	Julie Mikkelson
Mountain Plains	Denver, CO	April 5-6, 2005	Vee Ann Miller
Southwest	Dallas, TX	April 26-27, 2005	Shannon Durant
Western	San Francisco, CA	April 12-13, 2005	Lissa Ong

WHO SHOULD ATTEND

The 2005 training curriculum is designed for WIC State and local level staff or contracted lactation professional trainers who will be involved in providing basic training for breastfeeding peer counselors. The training sessions will be designed as 2-day “train the trainer” experiences; **the training assumes that attendees already possess basic breastfeeding knowledge/management experience.** The trainings can accommodate up to 60 participants from each region. It is recommended that State agencies send a training team of two or three experienced breastfeeding State/local staff, e.g., the State Breastfeeding Coordinator; State Breastfeeding Peer Counseling Coordinator; local agency breastfeeding peer counseling coordinator with extensive experience; and/or contractor with certification in lactation management.

State agencies can use the FY 2004 breastfeeding peer counseling funds to hire or contract with someone who has the necessary background and who can attend the training and subsequently provide training to other trainers and peer counselors. State agencies can also use these funds to provide the needed background training/education to current staff by having them attend a lactation management course or obtain continuing education units specific to lactation prior to the 2005 April/May regional trainings.

SIZE OF TRAINING EVENTS

The training events are designed for up to 60 participants for each regional training event. This limit maximizes the potential for group interaction and discussion throughout the training event. FNS Regional Office staff will determine the final attendance for their region. Questions about who can or should attend the training should be directed to the Regional Office.

TRAINING OBJECTIVES

OVERALL TRAINING GOAL:

To assist WIC State and local agencies with establishing and implementing effective training programs for breastfeeding peer counselors.

SPECIFIC OBJECTIVES

Objectives for this training program are to enable participants to:

1. Identify at least three factors integral to the successful training of peer counselors in WIC.
2. Name at least two primary roles for peer counselors in the WIC Program.
3. Identify at least three ways breastfeeding benefits infants, mothers, and society.
4. Name at least two strategies for addressing WIC client barriers to breastfeeding.
5. Name three ways to support mothers with breastfeeding during each of the following stages of lactation: pregnancy, the first two weeks, 1-6 months, and 7-12 months post partum.
6. Demonstrate the ability to position and latch an infant appropriately for breastfeeding.
7. Name at least one way to prevent and one way to manage common breastfeeding concerns.
8. Identify at least three ways to help a mother who must be separated from her infant to maintain milk supply.

DRAFT TRAINING AGENDA

DAY 1

8:00-8:30

REGISTRATION AND NETWORKING

8:30-8:45

WELCOME AND OPENING REMARKS

FNS vision for peer counseling in the WIC Program; overview of the training curriculum, “*Loving Support*® through Peer Counseling.”

TEACHING METHODS: Presentation of core information

PRESENTER: FNS Regional Staff

OBJECTIVE: #1

8:45-10:00	<p>STRATEGIES FOR CONDUCTING EFFECTIVE TRAINING OF PEER COUNSELORS</p> <p>Research findings regarding training needs of peer counselors, overview of the training approach, and effective strategies for training peer counselors, including:</p> <ul style="list-style-type: none"> • Qualifications of trainers • Value of interactive learning opportunities • Guidelines for creating shadowing opportunities for peer counselors • Setting up independent study opportunities • Resources needed by peer counselors • Building the Peer Counselor Resource Manual • Team-building approaches <p>TEACHING METHODS: Presentation of core information with activities, discussion, and practice examples</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #1</p>
10:00-10:15	BREAK
10:15-11:00	<p>MODULE 1 – BECOMING A PEER COUNSELOR</p> <p>General content overview, teaching strategies, and activities for teaching the topic areas: ways peer counselors make a difference for WIC families; becoming part of the WIC team; the role of peer counselors; scope of practice; and appropriate referral management.</p> <p>TEACHING METHODS: Presentation of core information, group discussion, and activities</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #2</p>
11:00-12:00	<p>MODULE 2 – GIVING BABIES THE BEST</p> <p>General content overview, teaching strategies, and activities for teaching the topic areas: benefits of breastfeeding; how breast milk differs from infant formula; myths vs. facts about breastfeeding; exceptions/contraindications to breastfeeding; and appropriate referral management.</p> <p>TEACHING METHODS: Presentation of core information, group activities, and practice examples</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #3</p>
12:00-1:30	LUNCH

1:30-2:15	<p>MODULE 3 – <i>LOVING SUPPORT</i>® MAKES BREASTFEEDING WORK!</p> <p>General content overview, teaching strategies, and activities for teaching peer counselors how to effectively explore and address clients' common barriers to initiating and continuing breastfeeding, including embarrassment, time and social constraints, lack of support, pain, dietary and health practices, and lack of confidence.</p> <p>TEACHING METHODS: Presentation of core information with activities and group discussion</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #4</p>
2:15-3:30	<p>MODULE 4 – COUNSELING AND COMMUNICATION SKILLS</p> <p>General content overview, teaching strategies, and activities for teaching the topic areas: Best Start 3-Step Counseling Strategy® (including using open-ended questions, affirming clients, and appropriate education strategies); telephone and electronic communication skills.</p> <p>TEACHING METHODS: Presentation of core information with large and small group discussion and activities, video instruction, and practice counseling scenarios</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #4</p>
3:30-3:45	BREAK
3:45-4:30	<p>MODULE 5 – TALKING WITH MOTHERS ABOUT BREASTFEEDING DURING PREGNANCY</p> <p>General content overview, teaching strategies, and activities for teaching the topic areas: prenatal preparation for breastfeeding; changes in the breast during pregnancy; helping mothers talk with their partner, mother, and family members; preparing for the hospital experience; contact frequency during pregnancy; and appropriate referral management.</p> <p>TEACHING METHODS: Presentation of core information with activities and group discussion, and practice counseling scenarios</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVES: #4, 5</p>
4:30-5:00	<p>WRAP-UP AND EVALUATIONS</p> <p>Group discussions about the effectiveness of activities and strategies, and general sharing about additional creative strategies specific to State and local agency populations. Day 1 evaluations.</p> <p>TEACHING METHODS: Group discussion</p> <p>PRESENTER: Best Start Training Team</p> <p>OBJECTIVE: #1</p>

DAY 2

8:00-8:30

REGISTRATION AND NETWORKING

8:30-9:30

MODULE 6 – TALKING WITH MOTHERS ABOUT BREASTFEEDING DURING THE HOSPITAL STAY

General content overview, teaching strategies, and activities for teaching the topic areas: what's happening during the hospital experience; how the breast makes milk; basic positioning and latch; tips for success; contact frequency; and appropriate referral management.

TEACHING METHODS: Presentation of core information with large and small group discussion, activities and demonstration; video instruction; and practice counseling scenarios

PRESENTER: Best Start Training Team

OBJECTIVES: #5, 6

9:30-10:15

MODULE 7 – TALKING WITH MOTHERS ABOUT BREASTFEEDING DURING THE FIRST TWO WEEKS

General content overview, teaching strategies, and activities for teaching the topic areas: what's happening during the first two weeks at home; dealing with challenges such as fatigue, fussy baby, appetite spurts, and dealing with negative advice from family and friends; signs of adequate intake; contact frequency; and appropriate referral management.

TEACHING METHODS: Presentation of core information with activities, group discussion, and practice counseling scenarios

PRESENTER: Best Start Training Team

OBJECTIVE: #5

10:15-10:30

BREAK

10:30-11:15

MODULE 8 – TALKING WITH MOTHERS ABOUT BREASTFEEDING WHEN EARLY PROBLEMS OCCUR

General content overview, teaching strategies, and activities for teaching the topic areas: prevention and basic management of sore nipples; prevention and basic management of engorgement; dealing with babies who refuse to nurse; consequences of unresolved breastfeeding problems; contact frequency; and appropriate referral management.

TEACHING METHODS: Presentation of core information with activities, group discussion, and practice counseling scenarios

PRESENTER: Best Start Training Team

OBJECTIVES: #5, 7

11:15-12:00	<p>MODULE 9 – TALKING WITH MOTHERS ABOUT BREASTFEEDING DURING MONTHS 1-6 General content overview, teaching strategies, and activities for teaching the topic areas: normal infant growth and developmental milestones; real and perceived low milk supply; returning to work or school; contact frequency; and appropriate referral management. TEACHING METHODS: Presentation of core information with activities, group discussion, and practice counseling scenarios PRESENTER: Best Start Training Team OBJECTIVES: #5, 7</p>
12:00-1:30	<p>LUNCH ON YOUR OWN</p>
1:30-2:00	<p>MODULE 10 – TALKING WITH MOTHERS ABOUT BREASTFEEDING DURING MONTHS 6-12 General content overview, teaching strategies, and activities for teaching the topic areas: normal infant growth and developmental milestones; teething; starting solid foods; weaning; contact frequency; and appropriate referral management. TEACHING METHODS: Presentation of core information with activities, group discussion, and practice counseling scenarios PRESENTER: Best Start Training Team OBJECTIVES: #5, 7</p>
2:00-3:15	<p>MODULE 11 – WHEN MOTHER AND BABY ARE SEPARATED General content overview, teaching strategies, and activities for teaching the topic areas: maintaining milk supply when giving birth to a premature or sick infant; strategies for maintaining milk supply when returning to work or school; using a breast pump; storing and handling human milk; contact frequency; and appropriate referral management. TEACHING METHODS: Presentation of core information with activities, group discussion, and practice counseling scenarios PRESENTER: Best Start Training Team OBJECTIVE: #8</p>
3:15-3:30	<p>BREAK</p>
3:30-4:00	<p>MODULE 12 – BEING PART OF THE WIC TEAM General content overview, teaching strategies, and activities for teaching the topic areas: documentation of contacts; professional behavior in the WIC clinic setting; working with local staff; handling misinformation by healthcare providers; and practice scenarios. TEACHING METHODS: Presentation of core information with activities, group discussion, and practice examples PRESENTER: Best Start Training Team OBJECTIVE: #2</p>

4:00-4:30

ONGOING TRAINING OF PEER COUNSELORS

Hosting a meaningful graduation ceremony for peer counselors, mentoring peer counselors beyond the training experience, and ongoing training recommendations for monthly staff meetings and other continuing education.

TEACHING METHODS: Presentation of core information with activities and group discussion

PRESENTER: Best Start Training Team

OBJECTIVE: #1

4:30-5:00

WRAP-UP AND EVALUATIONS

Group discussions about the effectiveness of activities and strategies, and general sharing about additional creative strategies specific to State and local agency populations. Day 2 evaluations.

TEACHING METHODS: Group discussion

PRESENTER: Best Start Training Team

OBJECTIVE: #1

THE BEST START TRAINING TEAM

Best Start Social Marketing has formed two training teams to provide the two-day “Train the Trainer” events for WIC State agencies. This allows for simultaneous trainings so that all regional trainings can be completed during April and early May 2005. Individuals identified for the teams have been carefully selected based on lactation knowledge, expertise, and presentation skills. All team members are Board Certified Lactation Consultants (IBCLCs) with clinical experience in breastfeeding management. Selection of specific training team members for each region will be made at a future date based on availability of staff.

CATHY CAROTHERS, BLA, IBCLC, RLC

Cathy is Training and Outreach Coordinator for Best Start Social Marketing, and the former State WIC Breastfeeding Coordinator for the Mississippi WIC Program. She serves as Best Start’s project coordinator for “Using *Loving Support*® to Implement Best Practices in Peer Counseling,” and is co-coordinator of the FNS project, “Using *Loving Support*® to Build a Breastfeeding-Friendly Community” project, which provided training and technical assistance to 21 State WIC Programs across the country. She also serves as project coordinator for the Maternal Child Health Bureau project, “Using *Loving Support*® to Develop a Breastfeeding-Friendly Worksites Support Kit.” While with the Mississippi WIC Program, she coordinated the State’s extensive statewide peer counseling program of 150+ staff, including developing and providing training and managing program logistics. An International Board Certified Lactation Consultant, she is an experienced trainer and speaker, and serves in the elected Board of Directors position of Director of Marketing for the International Lactation Consultant Association (ILCA). She is Best Start’s representative to the United States Breastfeeding Committee. Cathy is married to Rev. Davis Carothers and is the mother of five breastfed children, now ages 12-23.

LINDA INGLIS, BS, IBCLC, RLC

Linda is the former Breastfeeding Coordinator for Best Start Social Marketing and the former State WIC Breastfeeding Coordinator for the Delaware WIC Program. Linda served as Best Start's co-coordinator for the "Using *Loving Support*® to Implement Best Practices in Peer Counseling" project, and also served as the co-coordinator for "Using *Loving Support*® to Build a Breastfeeding-Friendly Community," which provided training and technical assistance to 21 State WIC Programs across the country. While with the Delaware WIC Program, she coordinated the State's peer counseling program, including hiring and supervising staff and providing training. An International Board Certified Lactation Consultant, she is an experienced trainer and speaker. Linda is married to John Inglis, and they have three grown children and two grandchildren.

AMY SPANGLER, MN, RN, IBCLC, RLC

Amy earned her bachelor's degree in nursing from Ohio State University and her master's degree in maternal and child health from the University of Florida. She is an International Board Certified Lactation Consultant, a former President of the International Lactation Consultant Association, and a former Chair of the United States Breastfeeding Committee. Amy is a member of the affiliate faculty at Emory University School of Nursing and the author of numerous publications including *BREASTFEEDING, A Parent's Guide*; *BREASTFEEDING, Keep It Simple*; *BREASTFEEDING, Your Guide to a Healthy, Happy Baby*; and *Evidence-Based Guidelines for Breastfeeding Management during the First Fourteen Days*. Her educational materials are distributed widely in a variety of languages. She lectures extensively on a wide variety of maternal and child health topics. Amy lives in Atlanta, Georgia with her husband Dennis. They have two sons, Matthew and Adam.

THE FOURTH MEMBER OF THE TRAINING TEAM TO BE ANNOUNCED.

PARTICIPANT MATERIALS

All participants in the training will receive a curriculum binder, "*Loving Support*® through Peer Counseling." The binder will include a Power Point handout, speaker notes that can be used in providing training to other staff in the State, a CD-ROM with the Power Point presentation, and handouts. Materials will also include template forms and reproducibles that States may find helpful in training peer counselors.

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